

MONITORING DIVERSITY & INCLUSION

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HEAD OF VOLUNTEERING**

**SCIENCE
MUSEUM
GROUP**

AIMS OF THE SESSION

During today's session we will explore:

- How to monitor diversity and inclusion in your volunteer programme
- How to safely and purposely capture diversity and inclusion data
- Where to go to access comparative, external data
- How to effectively use your monitoring data

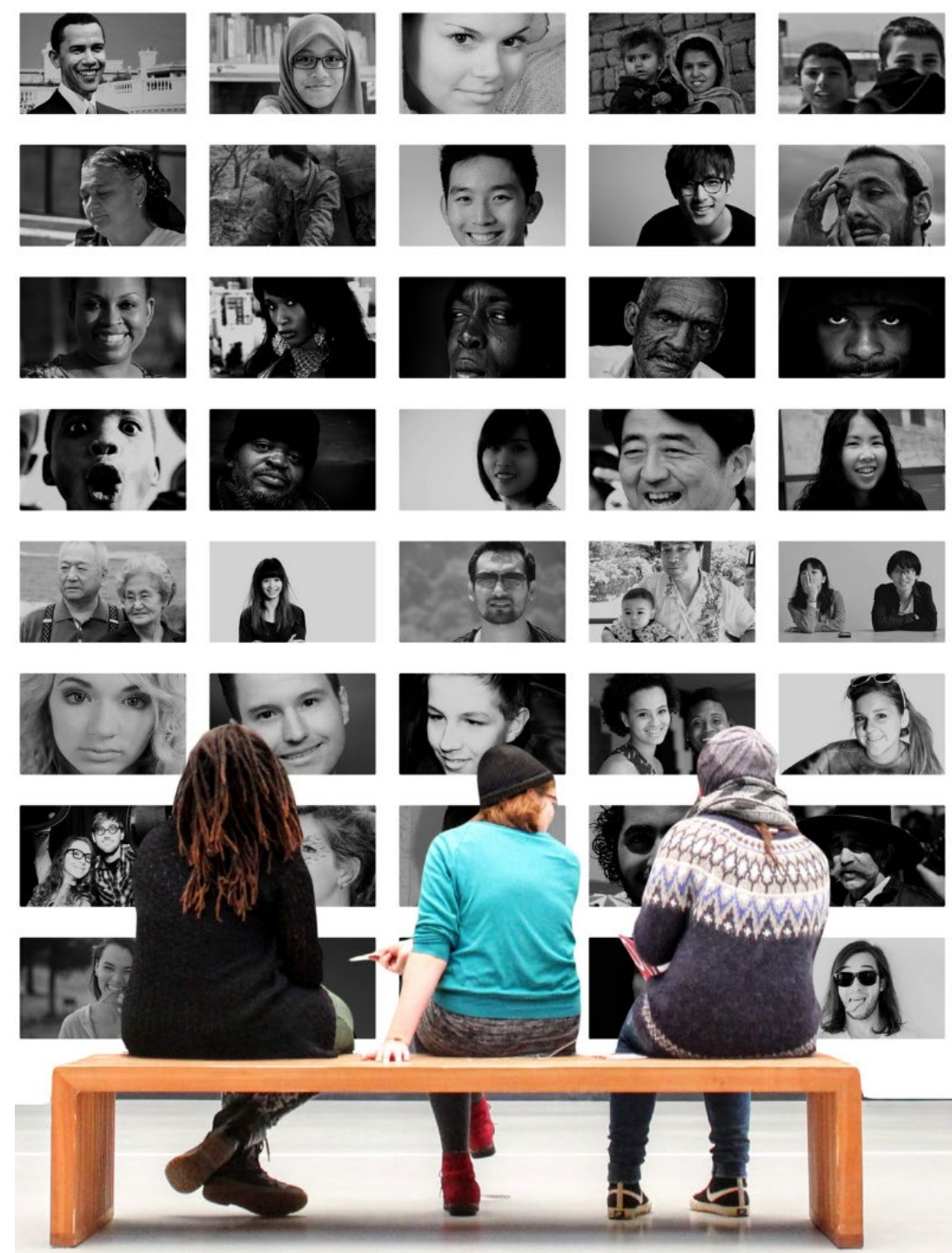


WHAT DO WE MEAN BY...

In pairs spend five minutes discussing:

- How you would define diversity and inclusion
- What those definitions mean in your workplace

We'll then take a few minutes to feedback.





DIVERSITY

“The practice or quality of including or involving people from a range of different social and ethnic backgrounds and of different genders, sexual orientations, etc.”



INCLUSION

“The practice or policy of providing equal access to opportunities and resources for people who might otherwise be excluded or marginalized, such as those who have physical or intellectual disabilities and members of other minority groups.”

WHY ARE DIVERSITY & INCLUSION IMPORTANT?

In pairs spend five minutes discussing:

- Why diversity and inclusion are important to volunteering
- Why creating diverse and inclusive volunteer programmes might benefit your organisation

We'll then take a few minutes to feedback.



BENEFITS OF D&I

DIVERSITY: BUSINESS

- **Increased profitability**, through broader audience engagement
- **Improved innovation**, as diverse workforce offers wider range of ideas
- **Stronger talent attraction**, as people from wider range of backgrounds are attracted to your organisations

DIVERSITY: VOLUNTEERING

- **Better recruitment**, by targeting and attracting a broader range of people
- **Better representation**, enabling your volunteer programme to reflect your community and customers
- **Better connections**, by connecting with people and organisations from various backgrounds

INCLUSION: BUSINESS

- **Improved retention**, as people enjoy being part of the business
- **Greater productivity**, as people are committed to the business and able to be their authentic self
- **Enhanced wellbeing**, as inclusion promotes a sense of security and psychological safety

INCLUSION: VOLUNTEERING

- **Improved effectiveness**, as volunteers feel and are seen as part of the wider team and contributing to the organisation's success
- **Increased impact**, as volunteers can contribute their ideas to the business
- **Skills development**, as inclusion opens up the benefits of volunteering to a wider range of people

MONITORING DIVERSITY & INCLUSION AT SMG

**DELIVER OPERATIONALLY
AND STRATEGICALLY
IMPACTFUL VOLUNTEER
PROGRAMMES**

**CREATE INSPIRING
VOLUNTEER PROGRAMMES
THAT ARE OPEN FOR ALL**

**LEADING NATIONAL
MUSEUM FOR
VOLUNTEERING**

**PROVIDE EFFECTIVE AND
EFFICIENT SUPPORT
MECHANISMS TO ACHIEVE
OUR VISION**

**THINK BIG AND BUILD OUR
REPUTATION AS A CENTRE
OF EXCELLENCE FOR
VOLUNTEERING**

MONITORING VOLUNTEER DIVERSITY

- Diversity monitoring information is **captured during application**
- It is an **optional** section on the application
- The information is **hidden from the recruiting volunteer manager** during selection
- Diversity data is seamlessly **transferred** into our volunteer management system **if the applicant is successful**



Volunteer ID	UVN0003794	Opened	01/08/2025 10:44:47
Title	Mr	Opened by	Brian Gardner
Pronoun	He/Him	SMG username	Aaliyah Duncan
* First name	Mickey	Main phone number	1234556789
* Last name	Mouse	Alternative phone number	
Preferred name	Mickey	Personal email address	mickey.mouse@disney.com

- SMG Status
- Onboarding Checks
- Emergency Contact
- Address
- Accessibility Requirements
- Specific Skills
- Diversity
- Notes

Are you willing to provide your diversity details?	Yes	Sexual orientation	Prefer not to say
Date of birth (dd/mm/yyyy)	18/11/1928	Ethnicity	Other: Any other ethnic group
Gender	Non-binary	Nationality	American
Gender reassignment	No	Religion	Prefer to self-describe
		Please self-describe here	Mousian
		Disability	No

SOCIO-ECONOMIC DIVERSITY

- Monitored through the indices of multiple deprivation, is the UK's official measure of relative deprivation at small-area level.
- It combines data across several domains (income, employment, health, education, housing, crime, environment).
- Each small geographic area is ranked against all others, from most deprived to least deprived.
- The system highlights inequalities at neighbourhood level, not individual households



A	B	C	D	E	F	G	H
Postcode	Index of Multiple Deprivation Rank	Index of Multiple Deprivation Decile	Income Decile	Employment Decile	Education and Skills Decile	Health and Wealth Decile	Crime Decile
SK3 8EB	6686	3	3	3	4	1	4
AL6 0AX	32577	10	10	10	10	10	10
AL6 0RP	32617	10	10	10	10	10	9
AL8 7LF	32657	10	10	10	10	10	9
BB4 4JA	8672	3	3	2	3	2	8
BB4 7PD	10412	4	3	3	4	5	4
BD1 2HF	789	1	1	1	1	1	1
BD1 4AZ	6594	3	6	6	3	3	1
BD12 0HB	11551	4	5	5	4	4	3
BD13 1BQ	6179	2	4	3	5	2	1
BD15 0JE	20193	7	5	7	6	4	6
BD17 5QW	6829	3	3	4	3	3	1
BD17 5TW	23097	8	8	8	9	6	5
BD18 3DW	14992	5	7	5	9	5	2
BD19 4LA	27152	9	10	9	9	6	7
BD2 4QS	2069	1	1	2	1	3	1
BD2 4RH	2069	1	1	2	1	3	1
BD21 4AT	2306	1	1	2	1	2	4
BD22 6RA	2233	1	2	2	1	2	1
BD22 8PH	9677	3	5	4	5	3	3
BD3 7AH	1653	1	1	2	1	3	1
BD3 7AW	2045	1	1	3	1	2	1
BD5 0AG	7117	3	6	6	5	1	1
BD5 9RE	418	1	1	1	1	1	1
BD6 2NF	8448	3	3	3	2	3	2
BD7 1BD	7117	3	6	6	5	1	1
BD7 1BP	7117	3	6	6	5	1	1

COMPARITIVE DATA

- Staff data – both demographic data and engagement surveys
- Census data via [ONS](#) and [NOMIS](#)
- Indices of Multiple Deprivation via [Ministry of Housing, Communities & Local Government](#)
- Diversity data for volunteers via [Time Well Spent](#)



MONITORING INCLUSION LEVELS

- Inclusion levels are mainly monitored through our **volunteer satisfaction survey**
- We include a range of **questions related to belonging, support and colleague relations**
- We **ask diversity questions** so that we can cut responses by demographic groups
- We ask questions in the **colleague engagement survey related to working with volunteers**



Connection to Science Museum Group

It is important to us that you feel a part of our sites and that you are kept up to date with what is happening. To help us understand if we are achieving this, please complete these questions on your connection to the organisation and our approach to communicating with you.

12. To what extent do you agree with the following statements?

	Strongly agree	Agree	Disagree	Strongly disagree
I feel like I belong to Science Museum Group	☐	☐	☐	☐
I feel like I belong to my site	☐	☐	☐	☐
I feel volunteers and employees work well together	☐	☐	☐	☐
I feel I am treated fairly and with respect	☐	☐	☐	☐

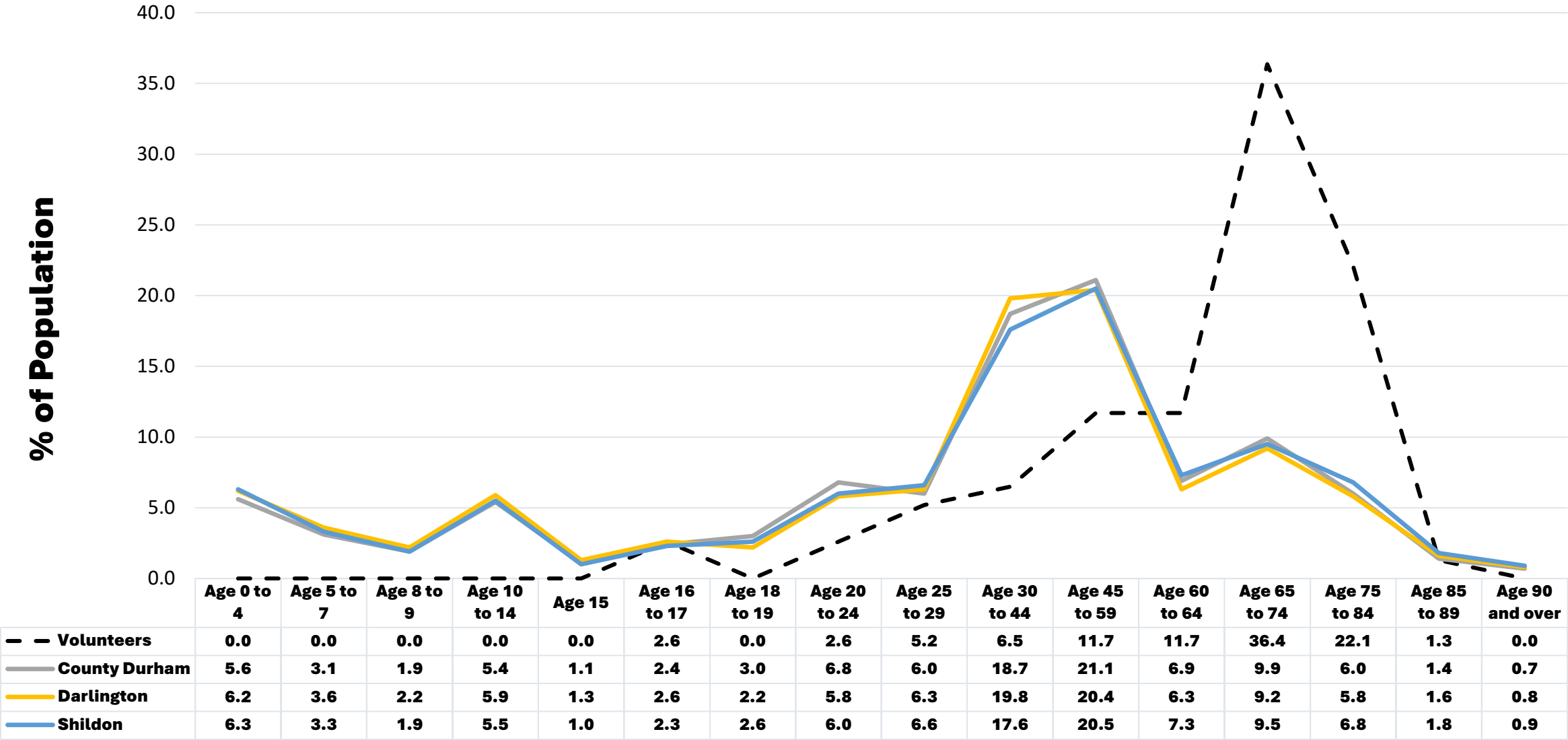
DOs AND DON'TS OF MONITORING

- Only ask for **information that you will use**
- Ensure information is **stored and managed securely**
- **Limit access** to those that need it
- **Destroy information** when it is no longer needed
- **Restrict access** to diversity information prior to acceptance
- When reporting **don't allow individuals to be identified** e.g. if you have a small sample size

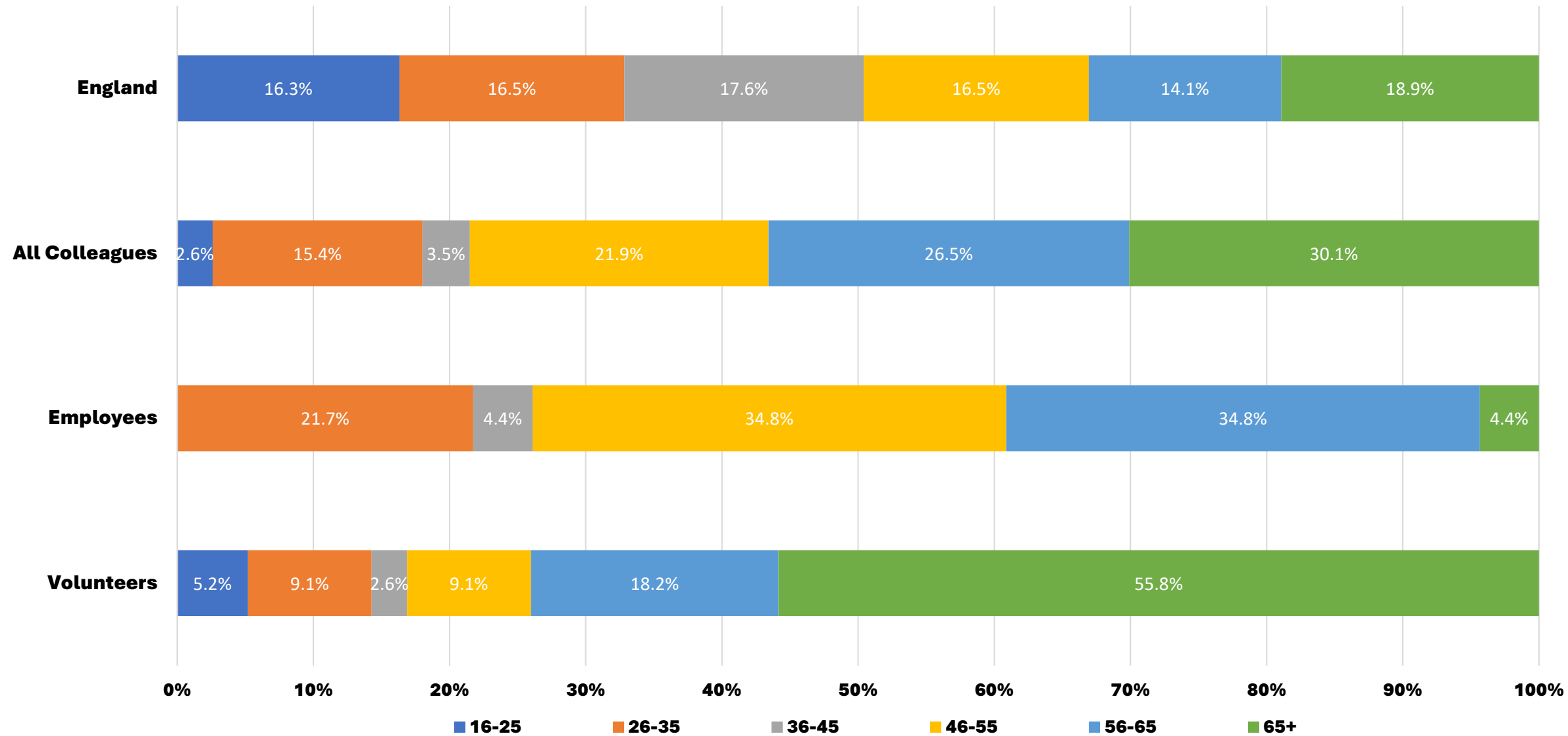


REPORTING ON DIVERSITY & INCLUSION AT SMG

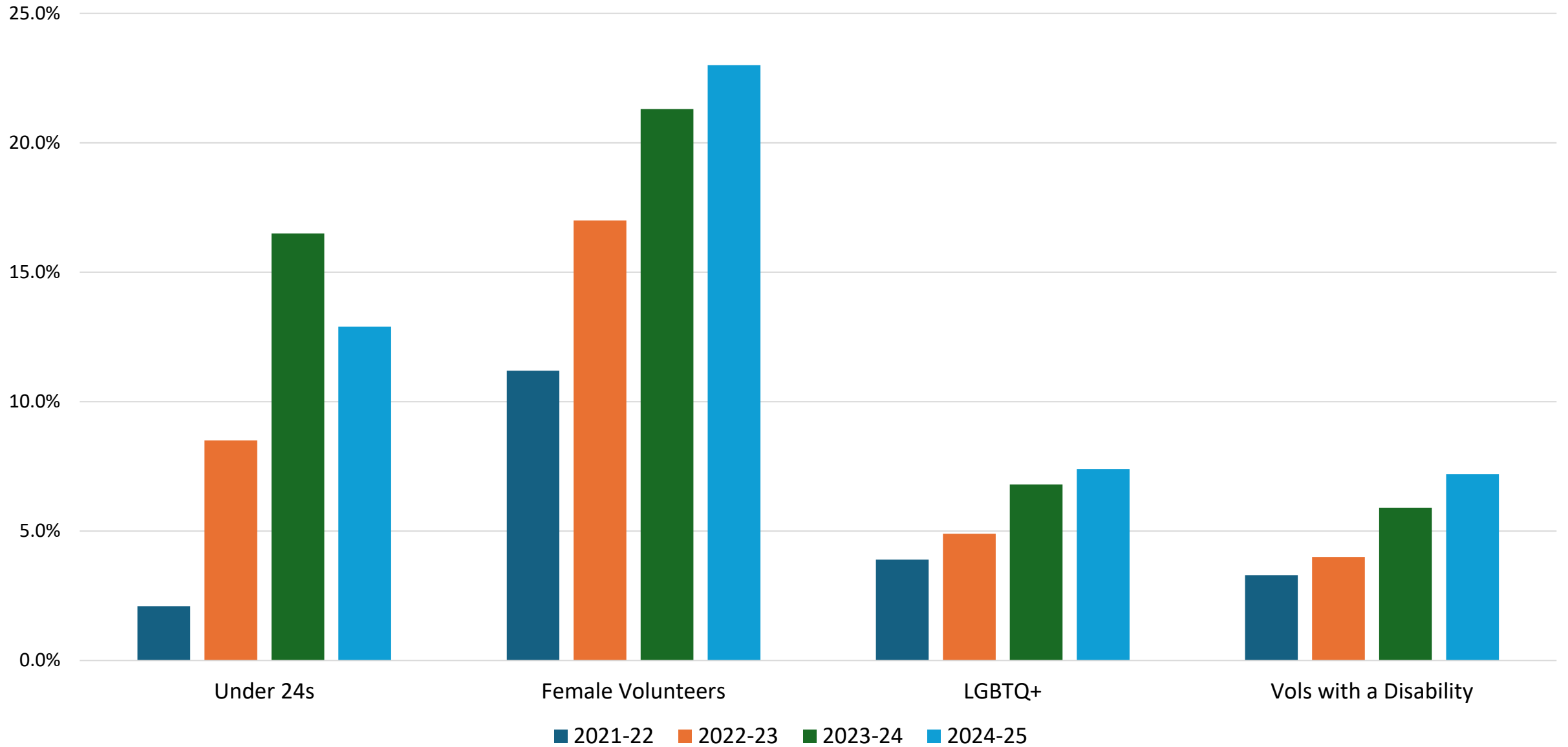
AGE PROFILE: LOCOMOTION & NORTHEAST



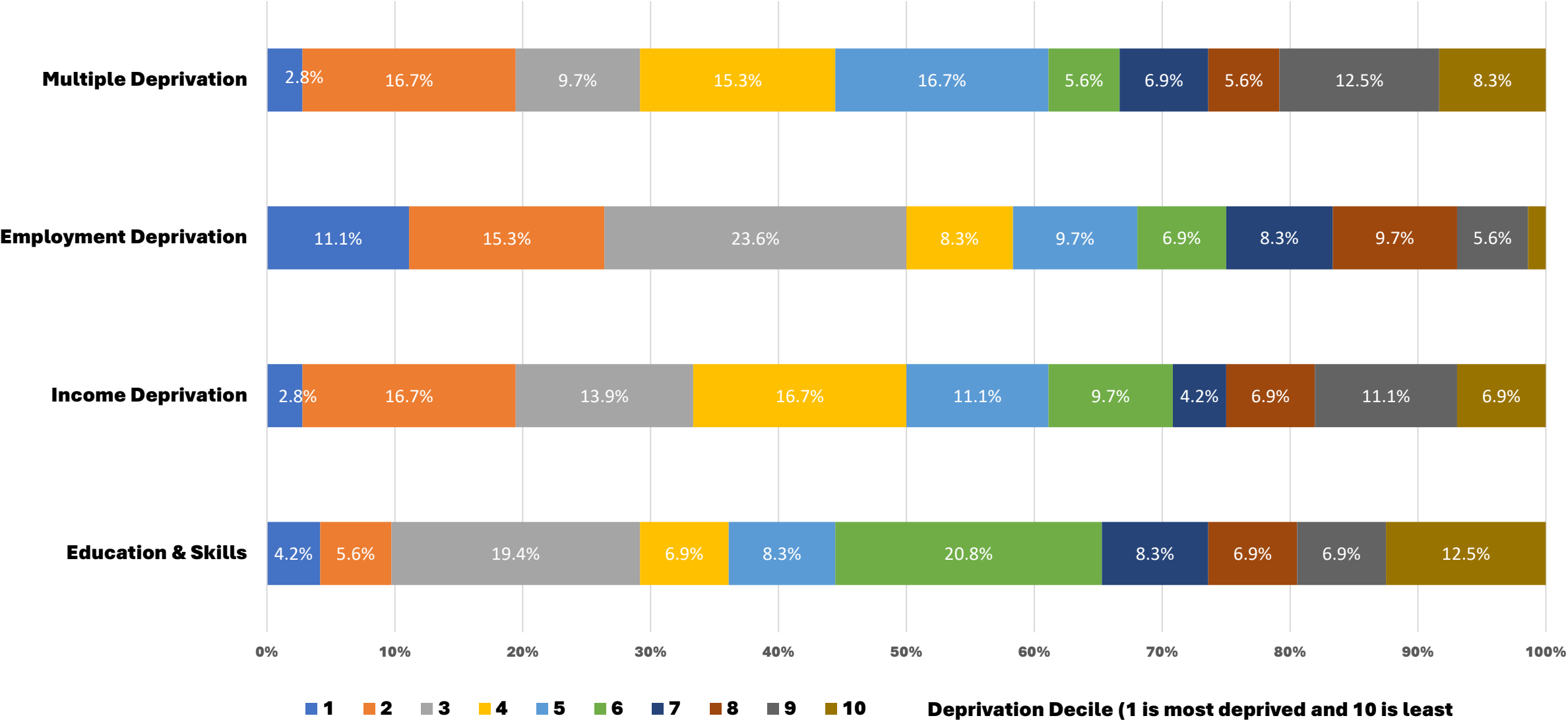
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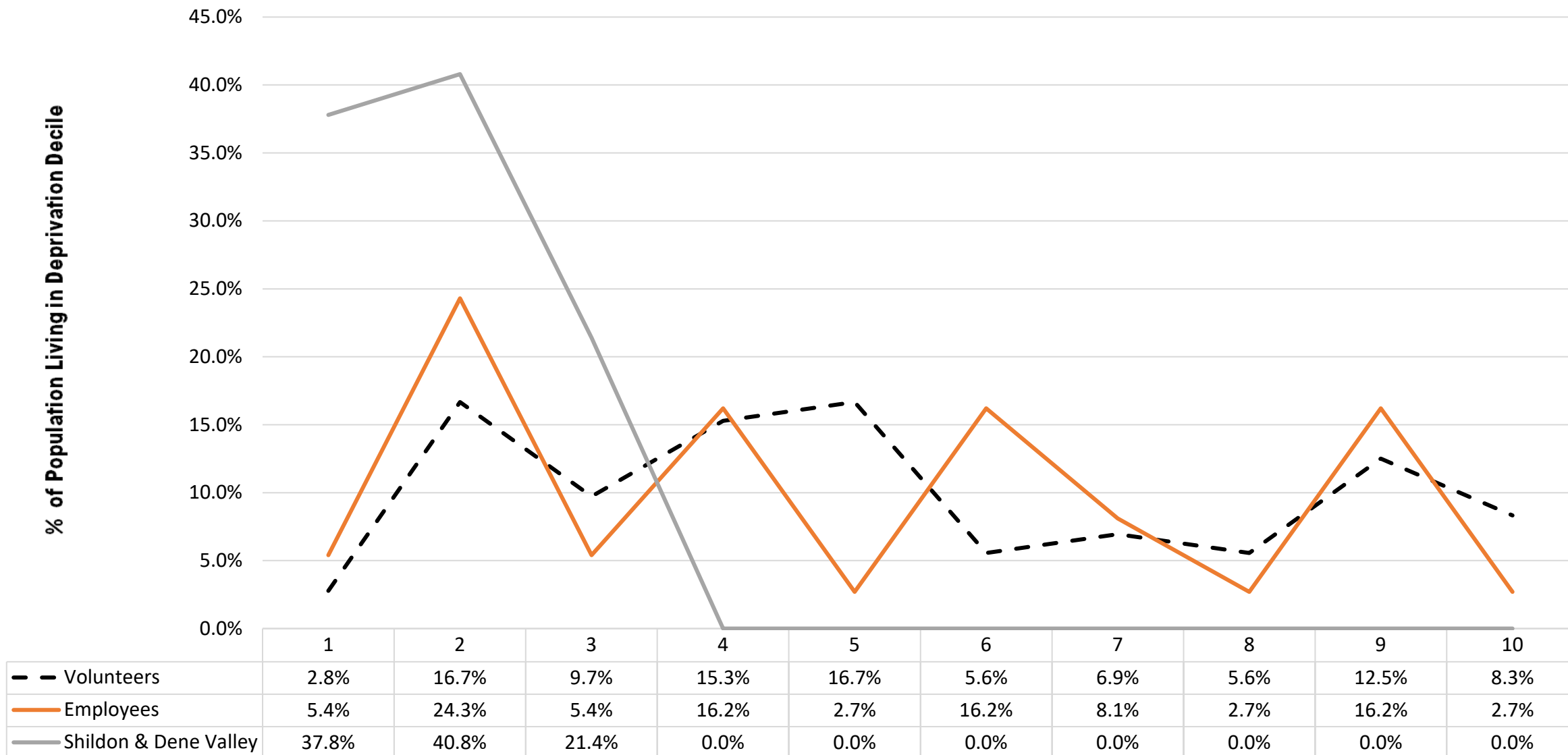
OPEN FOR ALL



VOLUNTEER DEPRIVATION PROFILES FOR KEY MEASURES



MULTIPLE DEPRIVATION: COLLEAGUE & GEOGRAPHIC COMPARISON



A VALUED PART OF SMG



96% say you feel part of your site and 88% say the same about SMG, both are a slight increase on last year



94% of you feel that employees and volunteers work well together, the same as last year

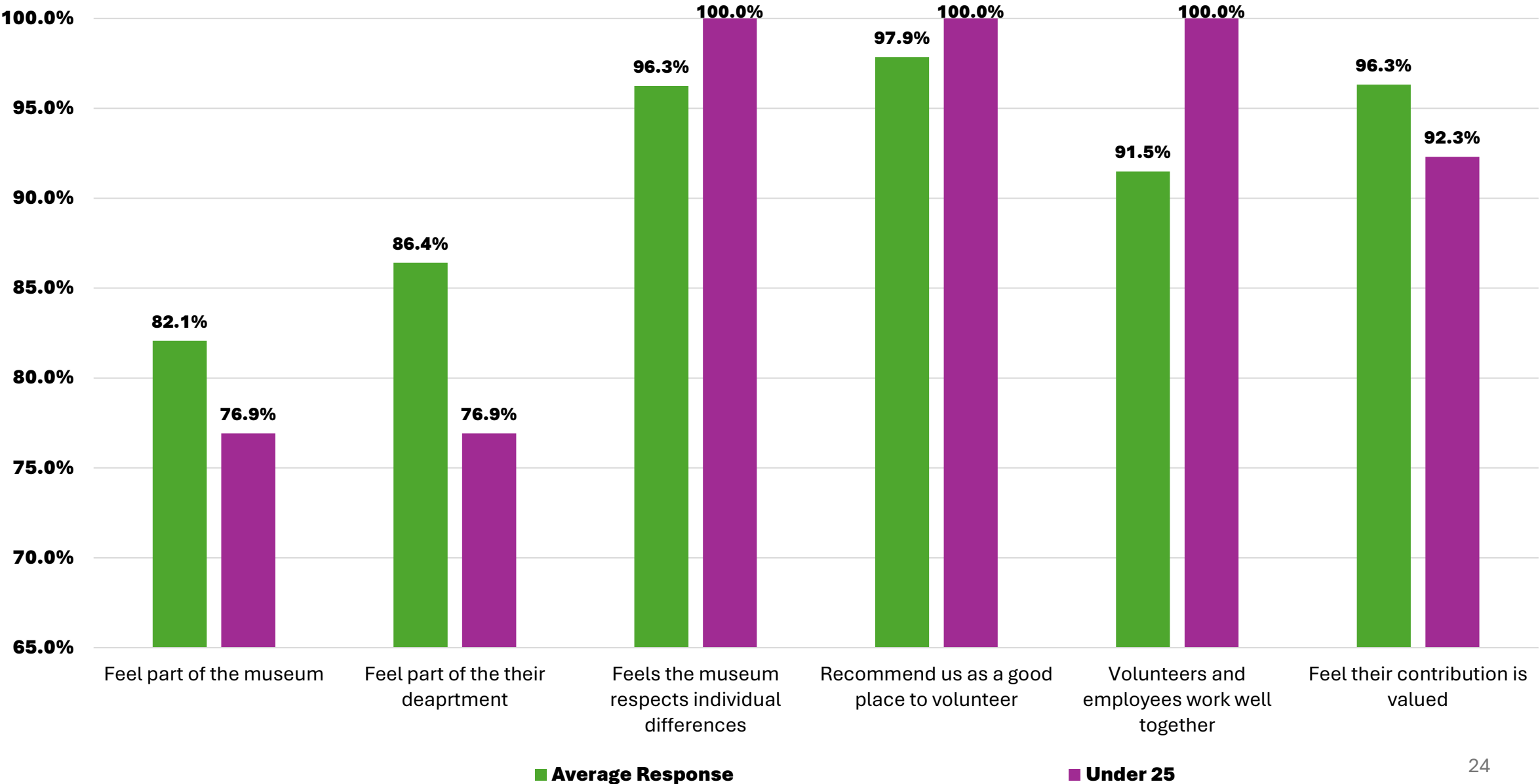


98% of you feel that there is an inclusive atmosphere in your team

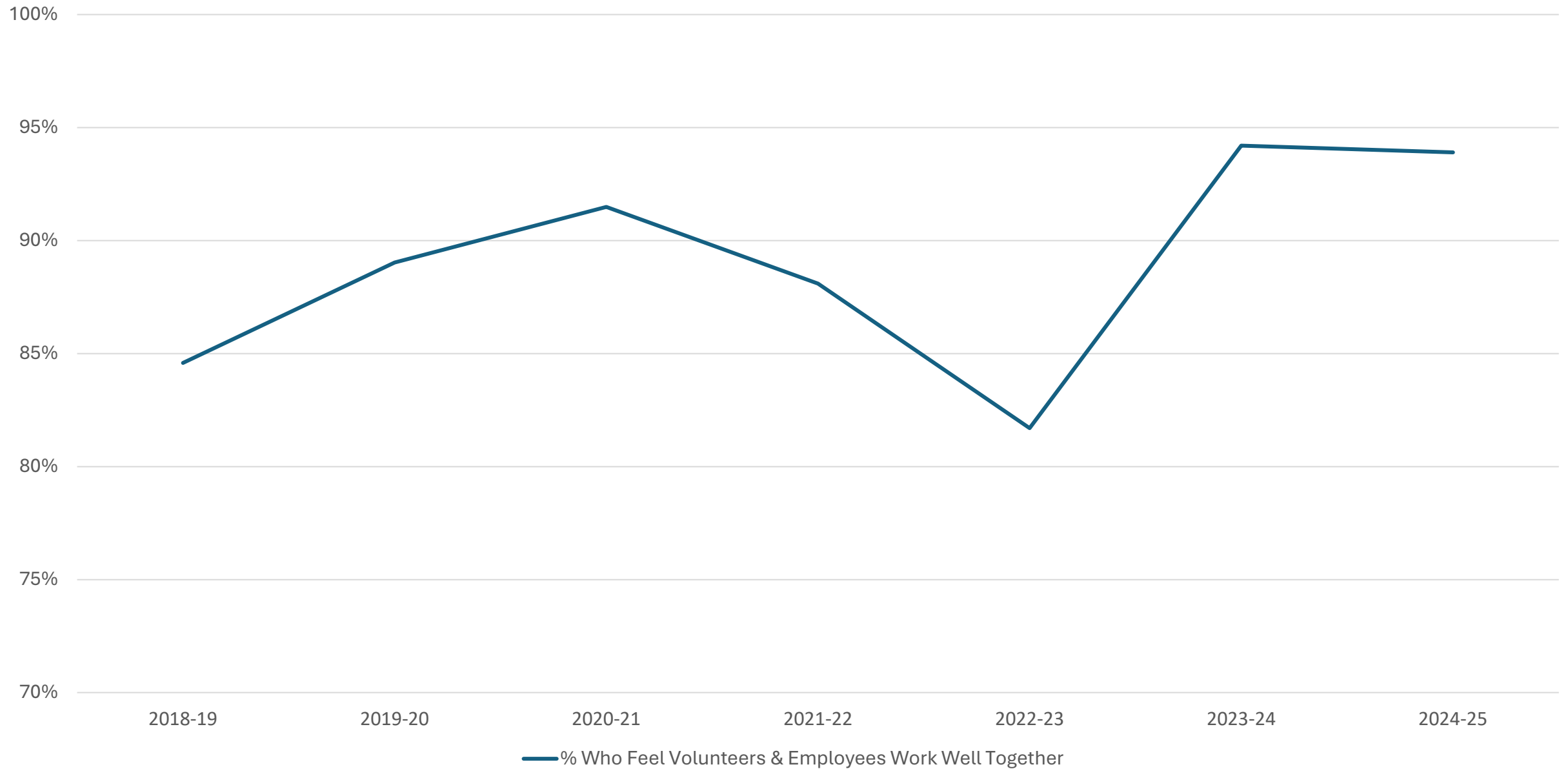


94% of you feel you can be your true self when volunteering

AGE: INCLUSION & EXPERIENCE DATA FOR VOLUNTEERS



A VALUED PART OF SMG



DIVERSITY & INCLUSION AT MY ORGANISATION

Spend a few minutes reflecting on the current approach to monitoring diversity and inclusion at your organisation. Then, in pairs:

- Discuss your current approach to monitoring and reporting
- Discuss what you would like to monitor and report on in future – and why

We'll then take a few minutes to feedback.



TOP TAKEAWAYS

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- **Diversity and inclusion can help drive organisational and volunteering success**, by helping build connections, deepen impact and engage a broader range of people
- **Monitoring and reporting on diversity and inclusion** can help drive change and ensure your delivering on your ambitions in this area
- **Only capture the information you need** and make sure you manage it securely

FINAL
THOUGHTS!



TOP TAKEAWAYS

- **Use comparative data** to ensure volunteering is reflective of the local community
- **Consider adding diversity monitoring questions into your satisfaction survey**, so you can compare the experience different groups are having
- **Use longitudinal data to track change over time** and to make sure that changes you are making elsewhere are having a positive impact

FINAL
THOUGHTS!



